1. A method comprising:

transmitting an enhanced television program; and

transmitting a real-time event that indicates the end of the program.

2. The method of claim 1 including causing the display screen of a receiver that receives said enhanced television program to transition to a full screen display of television.

3. The method of claim 2 including causing the display screen of a receiver to display at least two frames, only one of said frames being a television display and selectively causing the screen to transition to a full screen television display in response to the real-time event.

4. The method of claim 1 including transmitting said real-time event through an Internet Protocol multicast.

5. The method of claim 1 wherein transmitting a real-time event includes transmitting a trigger.

6. The method of claim 5 wherein transmitting a trigger includes transmitting a trigger with a Uniform Resource Locator.

7. The method of claim 6 wherein transmitting a Uniform Resource Locator includes transmitting a Uniform Resource Locator using the tv: protocol.

8. The method of claim 1 including transmitting a real-time event that warns that the end of a program is approaching.

9. The method of claim 8 including enabling the user to elect to retain enhancements after receiving said real-time event warning of the end of the program.

10. An article comprising a medium storing instructions that enable a processor-based system to:

transmit an enhanced television program; and

transmit a real-time event that indicates the end of the program.

11. The article of claim 10 further storing instructions that enable the processor-based system to cause the display screen of a receiver receiving said enhanced television program to transition to a full screen display of television.

12. The article of claim 11 further storing instructions that enable the processor-based system to cause the display screen of a receiver to display at least two frames, only one of said of frames being a television display and selectively causing the screen to transition to full screen television display in response to the real-time event.

13. The article of claim 10 further storing instructions that enable the processor-based system to transmit a real-time event in the form of a trigger.

14. The article of claim 13 further storing instructions that enable the processor-based system to transmit a real-time event that warns that the end of the program is approaching.

15. The article of claim 13 further storing instructions that enable the processor-based system to transmit a trigger including a Uniform Resource Locator in the form of the tv: protocol.

16. The article of claim 14 further storing instructions that enable the processor-based system to enable the user to elect to retain enhancements after

receiving said real-time event warning of the end of the program.

17. A system comprising:

a processor-based device; and

a storage coupled to said processor-based device storing instructions that enable the processor-based device to transmit a real-time event that indicates the end of an enhanced television program.

18. The system of claim 17 wherein said storage stores instructions that enable the processor-based device to transmit a trigger that indicates the end of the program.

19. The system of claim 18 wherein said storage stores instructions that enable the processor-based device to transmit a trigger including a Uniform Resource Locator using the tv: protocol.

20. The system of claim 17 wherein said storage stores instructions that enable the processor-based device to transmit a real-time event that warns that the end of an enhanced television program is approaching.

21. The system of claim 20 wherein said storage stores instructions that enable the user to elect to retain enhancements after receiving said real-time event warning of the end of the program.

22. A method comprising:

receiving an enhanced television program; and

identifying a real-time event that indicates the end of the program.

23. The method of claim 22 including causing a display screen to transition to a full screen display of television in response to receipt of said event.

24. The method of claim 23 including causing the display screen to display at least two frames, only one of said frames being a television display and selectively transitioning the screen to a full screen television display in response to the real-time event.

25 The method of claim 22 including listening for a trigger with a Uniform Resource Locator using the tv: protocol.

26. The method of claim 1 including receiving a real-time event that warns that the end of a program is approaching.

27. An article comprising a medium storing instructions that enable a processor-based system to:

receive an enhanced television program; and

identify a real-time event that indicates the end of the program.

28. The article of claim 27 further storing instructions that enable the processor-based system to cause the display screen to transition to a full screen display of television.

29. A system comprising:

a processor-based device; and

a storage coupled to said processor-based device storing instructions that enable the processor-based device to identify a real-time event that indicates the end of an enhanced television program.

30. The system of claim 29 wherein said storage stores instructions that enable the processor-based device to recognize a real-time event that warns that the end of an enhanced television program is approaching.